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26 March 1982

MEMORANDUM FOR: Deputy Director of Central Intelligence

FROM:

[REDACTED]  
Chief, Policy Analysis Division, SOVA

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SUBJECT: Meeting on Public Information Policy,  
1400, Monday, 29 March 1982Summary

1. At your meeting on Monday you will be asked to agree to an action plan for a long-term DoD public affairs strategy intended to convince the American public to support the Defense budget. The organization and objectives of the plan are largely an internal DoD matter and I recommend that you not take a position on them. The plan (which will not be available until Monday morning) is also likely to call for declassification of intelligence information to support the budget. I recommend that you insist that the DCI's authority to protect sources and methods be explicitly acknowledged in the plan. [REDACTED]

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Background

2. The meeting is a follow-up to one held on 16 March by General Stillwell. John McMahon attended for the Agency. A memorandum on the meeting, prepared by OSD/Net Assessment, is at Tab B. A working level meeting was held on Friday, 26 March and included, in addition to me, representatives of OSD/NA, OSD Public Affairs, General Stillwell's office and DIA. The group decided to prepare an action plan for a public affairs strategy that could be submitted for approval by you and Secretary Carlucci. The plan, which will be circulated on Monday morning, probably will identify General Stillwell as the project coordinator and set forth three major tasks:

- In the near term, to identify major issues and questions regarding the defense budget that should be addressed and to develop an unclassified data base that can be used for this purpose. (Action: OSD/PA, OSD/NA, DIA, CIA).

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- In the next 6 - 7 months, develop a detailed program of public appearances and documents. (Action: OSD/PA).
- For the long-term, develop a comprehensive public affairs strategy to deal with the greater problems that will arise as the bills come due for the big ticket items in the defense program. (Action: OSD/PA) [ ]

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3. The intelligence community's role will be primarily in the first task, and will consist mainly of sanitizing intelligence materials or preparing new studies for inclusion in the data base. [ ]

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#### Issues

4. At the working level there has been some pressure from OSD Public Affairs to agree to release of "sexy photography." I argued that a threat briefing alone, with or without photography, would not do the job and that what was needed was a convincing presentation that showed how this defense budget will redress existing military imbalances and exploit Soviet vulnerabilities. I was joined by DIA, which put forward the proposed approach at Tab C, and by General Stillwell's representatives who argued for a comprehensive presentation that illuminated US counters to Soviet strategy. The issue of declassifying intelligence data--especially photography--will come up at your meeting. The memo at Tab A, for example, refers to a proposal to give SecDef authority to declassify satellite photography. [ ]

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#### Recommendations

5. I recommend that you accede to the action plan and agree that CIA will assist in preparation of the unclassified data base. I recommend that you insist that the plan state that decisions on declassification will be made by the DCI. [ ]

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